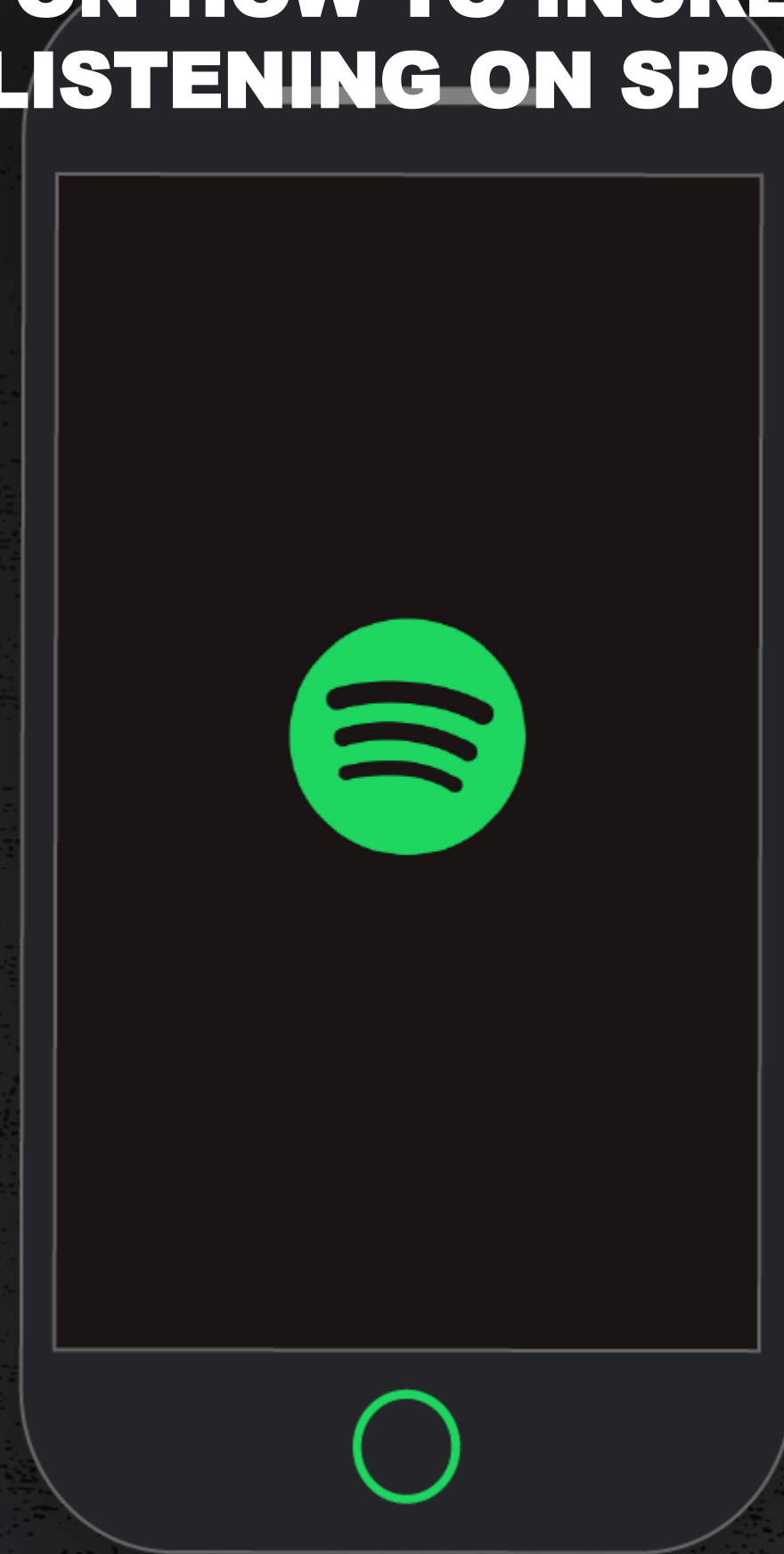


# **CASE STUDY ON HOW TO INCREASE THE TIME SPENT LISTENING ON SPOTIFY APP**



**PRESENTED BY :RACHITH VASUMAN S**



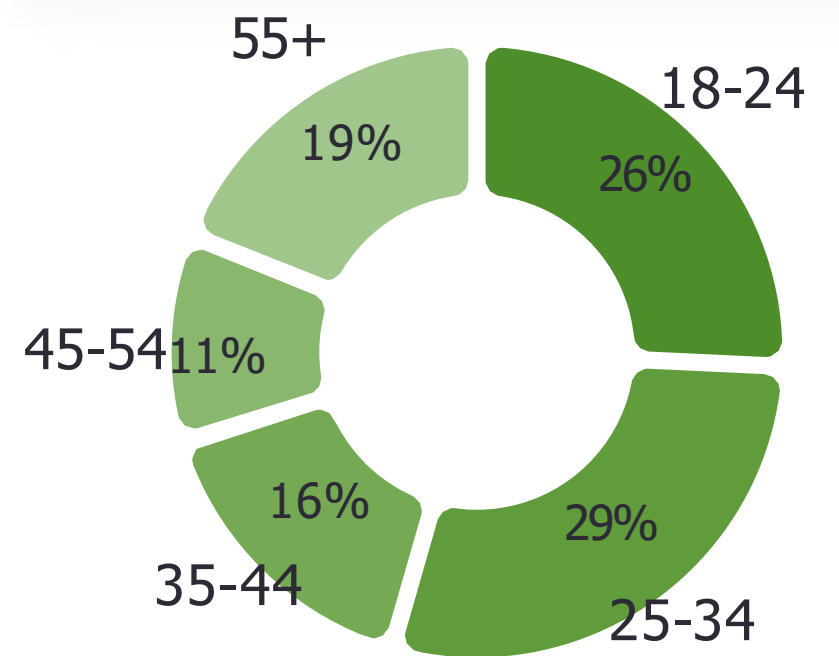
Spotify is the world's biggest music streaming platform by number of subscribers. Users of the service simply need to register to have access to one of the largest collections of music in history, plus podcasts and other audio content. It operates on a freemium model.

**Mission :** "unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators."

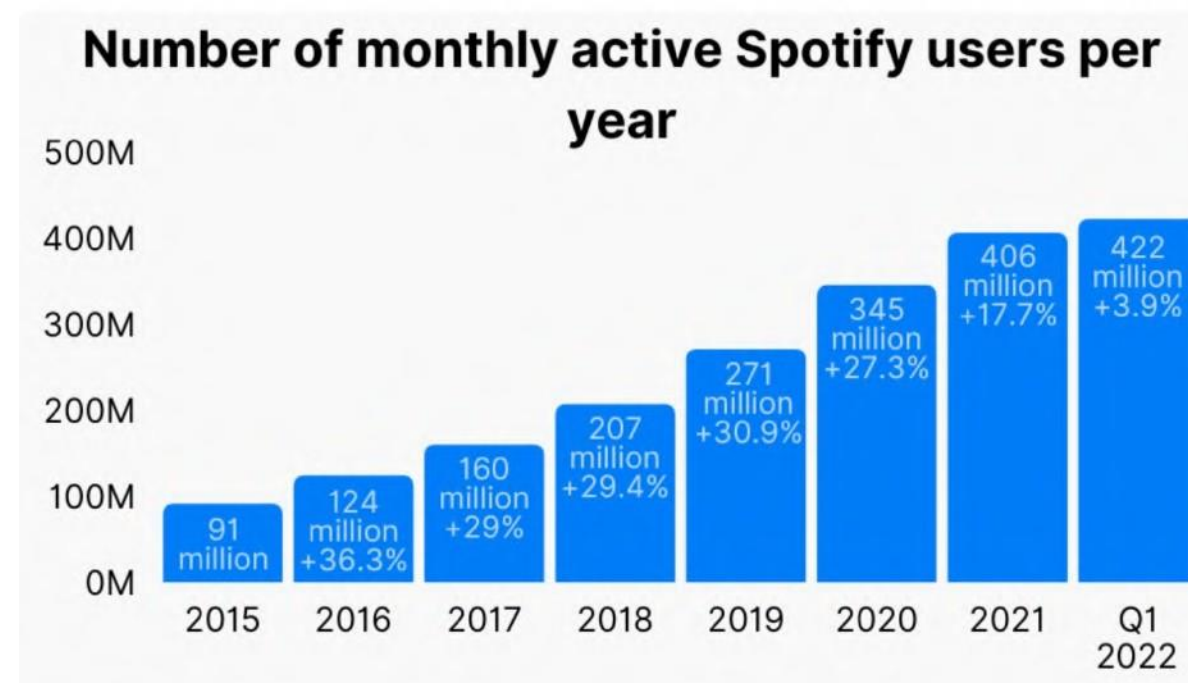
## Product Outcomes:

To Increase the Time Spent listening on Spotify app with the new Initiatives to achieve the goal.

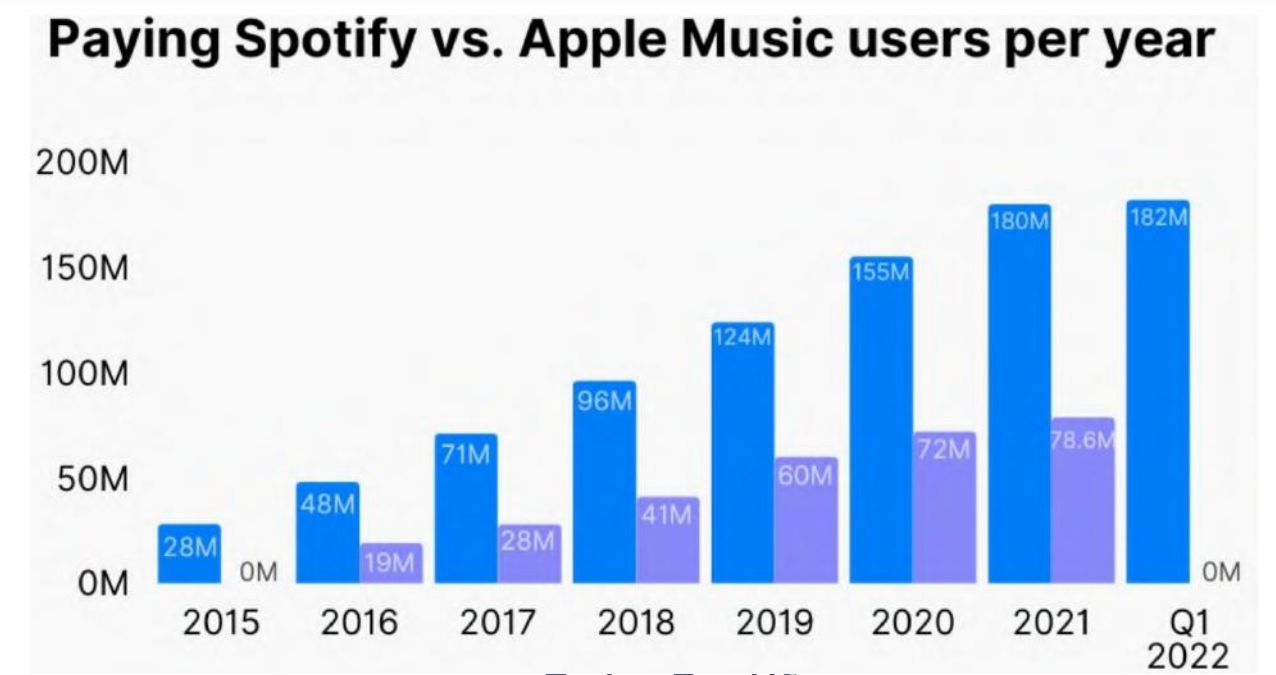
**Vision :** to become the world's leading audio platform, offering a vast and diverse library of music, podcasts, and other audio content ,with innovation and collaboration, and inspire a love of music and audio content around the world.



Spotify User's Age Demographics



Data: Spotify



Data: Spotify



Empathise



Kshitij  
25 Male  
Banglore  
Software developer

User Says:

I work at fintech startup as Software developer engineer , I am Spotify user since 5 years, personally Spotify is one of the most used app ,

Needs :

my whole day is supported by music right from morning workout to my bed time , personally Spotify is one of the most used app , I am avid podcast listener I also enjoy long form of content ,  
" I want Spotify to get my situation and play the genre & provide segments in podcasts too "

Goals:

Need to understand the behaviour & emotion state , wants segments in podcasts to listen better and utilise time efficiently.

Pitch

Current Experience



Pranav  
33 Male  
Bangalore  
IT Engineer

User Says:

I like music most of the time but love to listen while driving and in my music system while in my home along with my family.

Needs:

Music is one my important part of day as it helps me to relax and helps in all emotion state , I like Spotify as it one of best and easy to use app," I would like if Spotify plays music according to daily activity of life such as driving ,relaxing and jogging I listen different kinda music in each of the activity "

Goals:

Wants different genres of music and recommendations of it at different activity of days such as workout, driving ,commuting ,work or study,relaxing .

Pain Points

Pain Points:

- User's want recommendations based on the activity of the user in day.
- Finds difficult to navigate in the podcasts as there's no segmentation.
- wants select genres with time to time according to the mood.
- while listening to the music device via bluetooth wants specific genres and recommendations.( with family members)
- when doing certain activity wants listen certain kinda music, i.e don't want listen to the hip-hop music while working wants something smoothing.

Jobs to Be Done

**When** - i want listen to music.  
**But -** Spotify recommendations starts playing different kinda genres without knowing my intention .  
**Please help me-** to understand user emotion & the activity and play music.  
**So that** - I can listen to the music according to my activity & intention.

**\*\*Above pain points and statement are concluded after conducting primary research via phone call for user and secondary research via social media platform and polls.**





Def ne

Problem

Validation of the problem

What's the Problem Statement ?

Music is important part of each individual life from helping any emotion state of the user to set emotions right at that point of time , each user has his her own taste of music, but also what kinda music you want to listen at what time you don't want be listening sad-core songs while your working out although you like them you want something electronic or hip-hop, understanding the user activity of the day helps them *"listen music for longer time without disturbing their emotional state "*.

Target User Persona ?



Pranav  
33 Male  
Bangalore  
IT Engineer

Goal

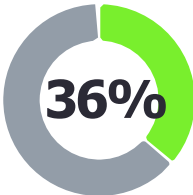
Music is my go to go therapy , i feel its integrated part of my life Spotify does the best job,i am also Spotifys **top 2%** of the listener in time spent with **39,420** minutes ,I also want Spotify to know what activity of the day i am doing so that it can recommend or let me set-up what kinda music i want for each part of the day.

Pain Point

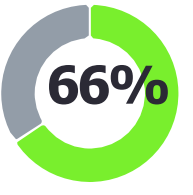
- 1 .Wants to listen specific type of music for each daily activity.
- 2.Let him set what kind of music he wants listen at different activity.
- 3. Recommend music based on the activity user is doing.

How do we its real problem ?

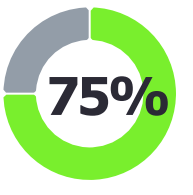
Insights from user survey (44 responses)



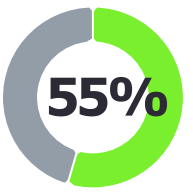
No of user who are using Spotify app & have active subscription .



No users who want listen music according to their specific taste.

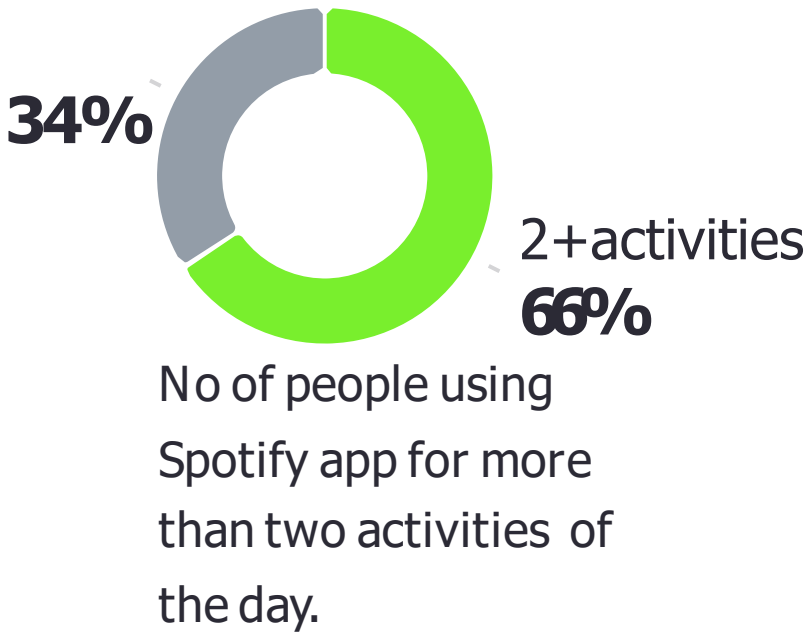
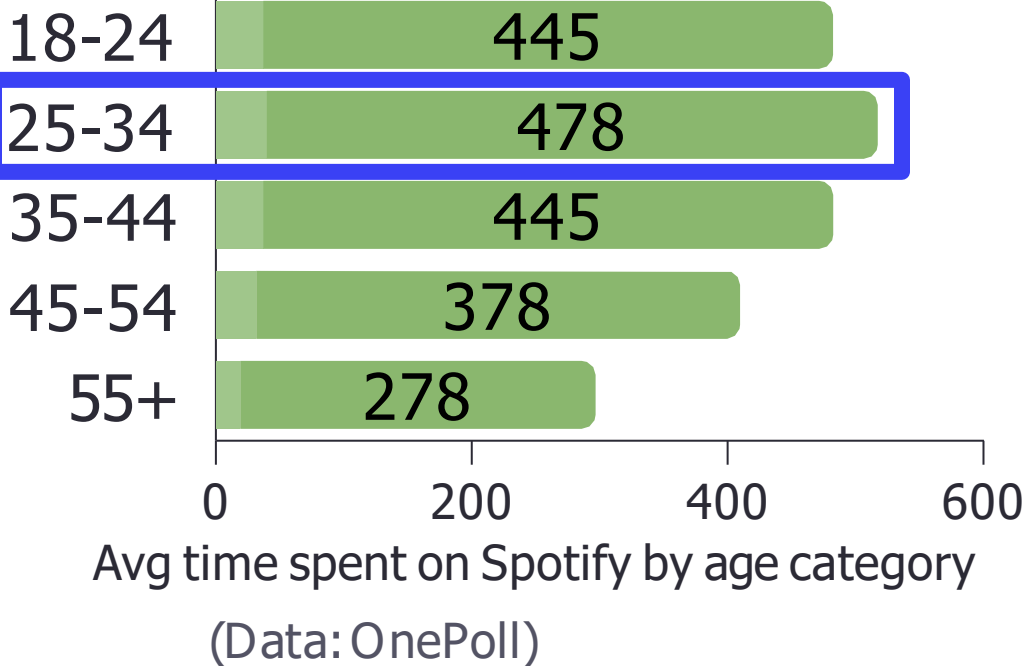


Felt discomfort while listening music and change in music is not apt for situation, but likes that genre in general.



Felt recommended Spotify songs should play according to the activity of day or let user do it themselves .

Per Month Per Year



<p><b>SAYING</b> " I don't want listen my deep house music while working out"</p> <p>"my personal playlist shouldn't play while I am listening in home music system "</p>	<p><b>THINKING</b>" I wish I had recommendations based upon activity I am doing"</p> <p>"what if my high beats songs / adult songs are played amidst my kids or family members"</p>
<p><b>DOING</b> " Try creating different playlists for different use case / different activity"</p> <p>"try creating a family friendly playlist so that I can play with family members"</p>	<p><b>FEELING</b> " I hope Spotify start recommending based on my activity"</p> <p>"wish Spotify had family mode where we could enjoysongs without creating playlist time to time"</p>

## Why should we solve this problem now ?

- On average, people spend **1.22 hours (or 1h 13min)**per day listening to Spotify, which has increased over from 2022
- With more number of creators increasing the music taste are varying for users ,Approximately **1040** artists on Spotify generated **\$1 million in 2021.**  
**In 2020, 860** artists managed to generate over one million in earnings.
- Monthly active user ( MAU) has increased over **17.7% in 2021 over 2020** , shows people turning up music app increased.
- The Premium user base has increased **16.1%in 2021 over 2020** , shows need of music in user and experience the best music present. (Data: Spotify)

## What is the VALUE generated by solving this problem?

### For User / Customer

- User will able listen songs based on activity their indulged in
- User don't have spend time creating playlist for different activity in their daily life .
- Preferred music in the app will be played based upon their behaviour .
- User can listen to preferred music by single click to set out modes in app of their choice.

### For Business



- Offer a more personalised music experience to the user.
- Increase the time spent by the individual user .
- Increase use case of Spotify in everyday life of user.
- The new feature has ability to increase the Spotify Premium subscriptions for larger non-subscribed user base.

Increases  
time spent  
on app





## Location based recommendation

**Idea:** by using the live location from user phone to identify current location and play out recommend music.

### Features

- 1.Recommending songs based on user live location .
- 2.Optimise the recommendation of music based on the location of user on daily basis.
- 3.Understand the genres and play specific music only according to the activity based on location.
- 4.Recommends most played genres and music based on the demographic location

## Change modes by single click

**Idea:** let users to define modes , set modes in particular activity of the day and play music according to the modes &recommend songs based on the modes

### Features

1. Let the users to define mode by activity of their choice
2. By single click in the home page change mode seamlessly and start playing music
3. let users set type of genre , music in each mode and also able edit them easily.
4. By setting it to Spotify mode works in the default manner.

## Family Time
















**Idea:** Its feature which can be accessed by all the Spotify family sharing subscription where each account holder can contribute to music and enjoy in the family time.

### Features

1. The feature icon present in the home page & easy to access .
2. Take equal recommendations from all the family accounts and creates playlist so that all can enjoy.
3. Can use this feature on multiple occasions such family trip ,family dinner or family events.
4. This can also used on daily basis while commuting and relaxing .
5. Each account holder can decide to contribute or not (can turn it off).



# SOLUTION PRIORITIZATION

SOLUTIONS	VALUE TO USER	REACH	ALIGNMENT WITH COMPANY GOALS	EASE OF USE	FINAL SCORE
Location based recommendation	 <p>Ease of use just by turning on location &amp; gets best music .</p>	 <p>location access can asked while downloading app itself.</p>	 <p>provides more opportunity to increase user time spent on app.</p>	 <p>Very ease to use as it just requires turn on location</p>	<b>4.5</b> 
Change modes by single click	 <p>Enables users to dekne the modes ,use it &amp; modify it</p>	 <p>user should dekne modes and use it or use predekned modes</p>	 <p>provides more opportunity to increase user time spent on app.</p>	 <p>should be able dekne by the user manually or use templates</p>	<b>3.5</b> 
Family Time	 <p>user can have privacy with family members</p>	 <p>existing family subscription user accounts can be availing this feature</p>	 <p>provides more opportunity to increase user time spent on app.</p>	 <p>doesn't require any efforts from users should only decide whether to contribute or not</p>	<b>4</b> 

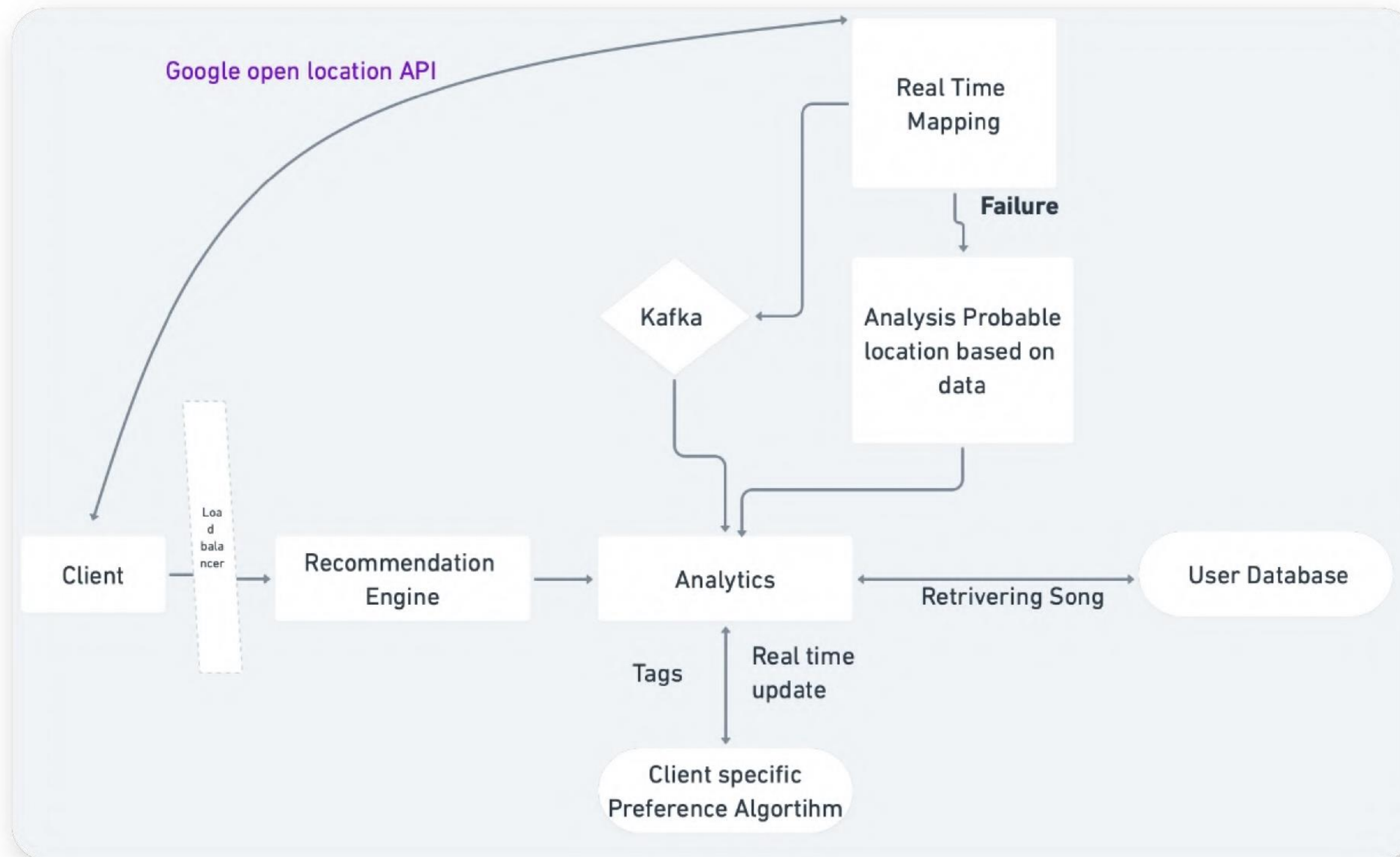
Selected solution :  
Location Based Recommendations





## Functioning

The location based recommendation systems works user live location when the live location is turned on the, realtime data of location is query is sent to the real time mapping server query gets responded & sent to *Kafka server* and pushed into Analytics server when Analytics server gets real time mapping data its retrieves data from *User database* server on retrieving song the again query sent to *Client specific Preference algorithm* it responds with tags which personal recommendations and preferences and sent back to client server , "If incase the Real time location is not updated the normal recommendation engines responds the query".



## Example :

User turns on the location



Google open location Api — Finds user location as gym

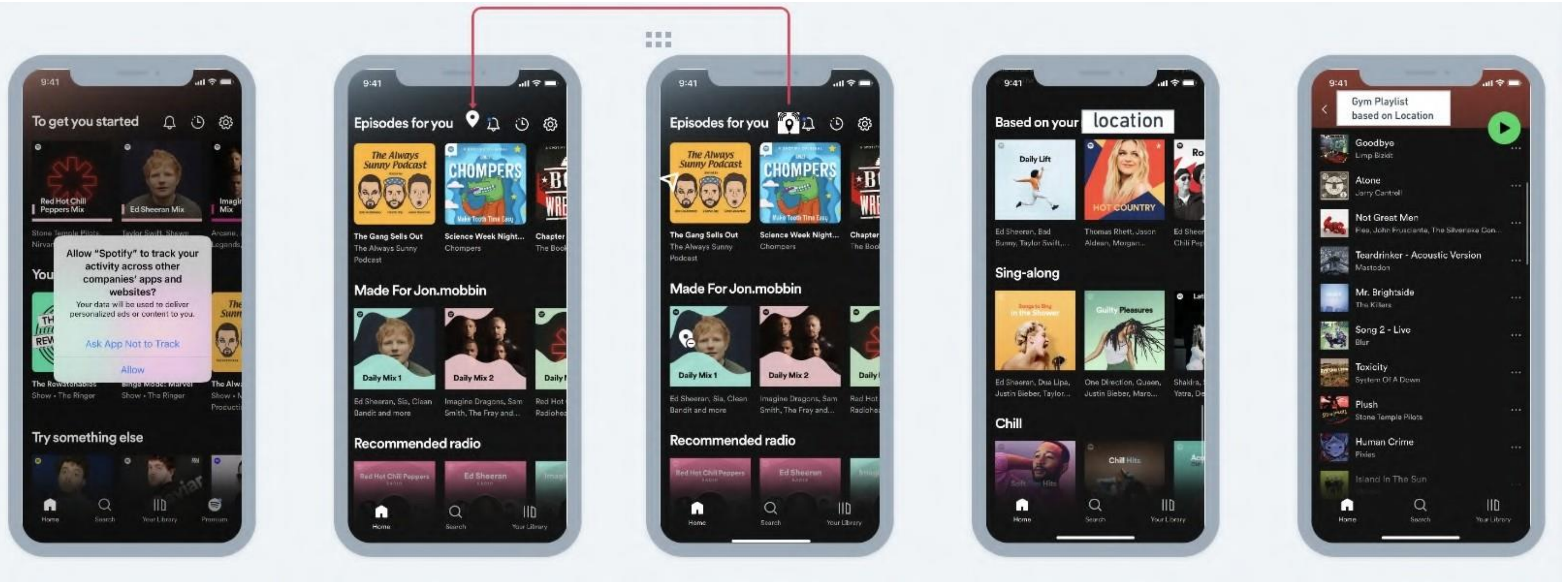


User starts listening to the " workout genres " & " user personal recommendations" from personal choice and demographic choices"



Any update in user sides reflects in the recommendation





1. Asks for location tracking permission.
2. the top right corner allows you to show live location.
3. Shows that live location is turned on.
4. based on live location recommendations starts showing up.
5. The playlist is updated based on the current user location. (user preferences can be modified)



## North Star Metric: Time Spent Listening

Behaviour	Metric
Happiness	No. of People letting Spotify to access the location
Engagement	<ul style="list-style-type: none"><li>No of user who 's live location is on whenever Spotify is running.</li><li>No of people who's have time spent while live location is on &gt; 10 mins daily.</li><li>Total time spent by user in live location based playlist weekly.</li></ul>
Adoption	<ul style="list-style-type: none"><li>No of people using location based playlist at least twice in a week.</li><li>No of people using location based playlist &gt; 10 times in month.</li></ul>
Retention	<ul style="list-style-type: none"><li>No. of people using location based playlist at least twice a week.</li><li>No. of people who turn on location &gt; 5 times in week.</li></ul>
Tasks Success	No. of people modifying the location based playlist at least once a week

# Possible Pitfalls & Solutions

**Risk** : User not comfortable sharing live location data.

**Solutions**: Spotify agreeing for *privacy policy* between user & Spotify keeping data secured.

**Risk**: user want to listen random songs while the feature is on.

**Solution**: once the users plays first set songs which is not in recommend playlist , normal recommendation will start recommending , this also happens even when there's sudden abrupt in live data.

**Risk** : User doesn't want track live continuously without permission .

**Solutions**: Providing options users to access location data only when the" *app is in use*".